

Minutes of the Regular Economic Development Commission Meeting held on Thursday, May 17, 2012, at 7:30 am in the Community Futures Boardroom, 135 Third Street, Duncan, BC.

**PRESENT**

Marsha Stanley, Chair  
Director B. Fraser  
George Robbins, Mike Kelly, Roger Hart and Jane Worton

**ALSO PRESENT**

Keith Chicquen, Instructional Director, VIU Cowichan Campus  
Dr. Sally Carpentier, Professor, VIU Nanaimo Campus  
Jenny Horn, Grants Facilitator & Research, VIU Nanaimo Campus  
Chuck Brook, Founder, Brook Pooni Associates Inc  
Cathy Mailhot, Tourism Cowichan Marketing Coordinator  
Director L. Iannidinardo  
Tom Anderson, General Manager, Planning & Development  
Geoff Millar, Manager, Economic Development  
Kathy Lachman, EDC Business Development Officer  
Judy Mills, Recording Secretary

**ABSENT**

Director P. Kent and Jenn George

**APPROVAL OF  
AGENDA**

**It was moved and seconded that the agenda be amended with the addition of New Business items as follows:**

**NB1 Shawnigan Lake Triathlon;**

**NB2 Invitations to Sectors;**

**and the addition of Information items as follows:**

**IN1 Cowichan Bay Spot Prawn Festival**

**IN2 Cowichan Community Kitchens**

**IN3 VIU Appointment**

**and the order of the agenda be adjusted to move UB1 prior to Reports and R2, R3 and IN3 prior to R1;**

**and that the agenda, as amended, be approved.**

**MOTION CARRIED**

**ADOPTION OF  
MINUTES**

**It was moved and seconded that the minutes of the Economic Development Commission meeting, held April 19, 2012 be adopted.**

**MOTION CARRIED**

**BUSINESS ARISING  
FROM THE MINUTES**

Not applicable.

**DELEGATIONS**

**D1 - VIU Cowichan  
Innovation Lab**

Dr. Sally Carpentier, Professor at Vancouver Island University, Nanaimo Campus presented a power point presentation on the VIU @ Cowichan Innovation Lab. It is an opportunity for students to stay in the region and work closely with trades to provide stronger infrastructure. Please contact her if you have any questions at [Sally.Carpentier@viu.ca](mailto:Sally.Carpentier@viu.ca).

Discussion took place.

Members were invited to attend a lecture by Dr. Lynne Siemens on Creative Industrial Clusters sponsored by the Innovation Lab on May 24, 2012 from 4:30 to 7 pm at the Cowichan campus.

**D2 - Oceanfront Suites**

Chuck Brook, Planning Consultant with Brook Pooni Associates, a leading urban planning and land development consultancy in Vancouver, discussed the future of the Oceanfront Suites Resort in context of draft Area D Cowichan Bay official community plan. Given the hotel's history there is an opportunity to re-purpose the building. Consideration is being given to re-zone and convert to full time residences. Mr. Brook is interested to know if the EDC supports this concept and is looking for input as to what they should be doing with this space.

Director Iannidinardo reported there is positive feedback from the community and it works well with the age demographic. Mr. Brook explained key component that came out of community session was improving public access to shoreline.

Discussion took place. It was noted that conferencing is an asset and community is constrained with these facilities. Suggestion for Brook Pooni to hold a meeting with Cowichan Bay business leaders and the EDC on site for feedback. EDC is willing to assist with set up.

All delegates left the meeting.

**UNFINISHED BUSINESS**

**UB1 - Success Indicators**

Jane Worton distributed a handout outlining three new products proposed to provide greater information on economic issues in the CVRD along with an overview of the proposed purpose and content of each report. It was requested that members and EDC staff review and provide feedback to Jane. Next she will be providing a report on indicators.

Discussion took place. Keith Chicquen left the meeting.

**REPORTS**

**R2 - Co-op Connections Update**

Roger Hart reported sponsorships have been received from Island Savings Credit Union and Vancouver Island University for eight more sessions. The next event will be on May 25, 2012 with Dr. Ian MacPherson. Roger Hart will be meeting with Coastal Community Credit Union and Peninsula Co-op regarding the opportunity for two more sessions. Two co-ops on film and solar power are close to being incorporated.

**R3 - Joint Environment and EDC Workshop**

Roger Hart reported Jane Worton, Director Kent, Tyler Innes, Janna Jorgensen and himself met twice. Dyan Freer will send out information to schedule another meeting.

Director Fraser circulated a handout titled "Sustainability or What?" for member consideration.

Roger Hart left the meeting.

**INFORMATION****IN3 - VIU  
Appointment**

Geoff Millar informed the members that Maria Lauridsen is no longer with Vancouver Island University. Keith Chicquen has advised that he is willing to represent VIU on the Economic Development Commission.

**It was moved and seconded to recommend to the Board to appoint Keith Chicquen as the Vancouver Island University representative on the Economic Development Commission for a term to expire December 31, 2013.**

**MOTION CARRIED**

**REPORTS****R1 - Tourism  
Cowichan Report**

The report was circulated to members in the agenda package. Cathy Mailhot reported the May 9, 2012 Cowichan Fam Tour was a great success with 20 attendees. There is a need to focus on tourists coming to Victoria and getting them to Cowichan. Start with educating front line ambassadors.

**R4 - Young Entrepreneurs Fair**

Item was tabled due to audio visual trouble. It was decided to re-circulate the link; <http://www.powerplay4success.com>

**NEW BUSINESS****NB1 - Shawnigan Lake Triathlon**

Director Fraser discussed the Shawnigan Lake Triathlon and the need for more attention from the EDC and Tourism. The event is making more effort to capitalize on the influx of attendees in the area by moving the registration into the village. Could be an opportunity for a marketing booth.

**NB2 - Invitations to Sectors**

Director Fraser proposed that the Commission move forward with Sector invitations. Where is investment occurring?

**INFORMATION****IN1 - Cowichan Bay Spot Prawn Festival**

Director Iannidinardo reported the Cowichan Bay Spot Prawn Festival was very successful. First time the festival was held over three days.

**IN2 - Cowichan Community Kitchens**

Director Iannidinardo handed out invitations to the Cowichan Community Kitchens 20<sup>th</sup> year anniversary celebration on June 16, 2012 at Centennial Park.

**ADJOURNMENT**

**It was moved and seconded that the meeting be adjourned.**

**MOTION CARRIED**

The meeting adjourned at 9:24 am.

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Chair

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Recording Secretary